



Mission

To enhance public accessibility and mobility in the I70 Central Mountain Corridor and adjoining dependent counties and municipalities through the implementation of joint public and private transportation management efforts.

Background and Key Successes

Since 2004, the I70 Mountain Corridor Coalition has advocated for the advancement of local and regional transportation issues impacting the I70 mountain corridor and off corridor communities. The I70 Coalition is a non-profit, Transportation Management Organization (TMO) with participation from both the public and private sector. Key accomplishments to date include:

- ✓ Convened and created consensus among 36 local governments and private industry companies, including towns, counties, chambers and ski resorts on a preferred alternative for the I70 mountain corridor.
- ✓ Developed a preferred alternative to the I70 Programmatic Environment Impact Statement (PEIS) that is now a part of the Record of Decision.
- ✓ Created a substantially better relationship with CDOT related to the issues surrounding the I-70 corridor
- ✓ Active involvement in several studies and processes (including, but not limited to Collaborative Effort, CSS process development, the Rocky Mountain Rail Authority (RMRA) study, the Advanced Guideway System (AGS) Study, Interconnectivity Study, High Performance Transportation Enterprise (HPTE), Transit & Rail Advisory Committee, and multiple CDOT Project Leadership Teams.)
- ✓ Established the Coalition as a political steward for the I70 Corridor
- ✓ Advocated for legislation to benefit the I70 Corridor such as strengthening of Chain Law and SB 108 (FASTER.)
- ✓ Increased membership knowledge around NEPA processes and potential solutions to I70 congestion
- ✓ Raised public awareness of the issues associated with the I70 corridor
- ✓ Increased Governor and General Assembly awareness of issues facing the I70 corridor
- ✓ Spearheaded and managed the Land Use Transit Planning Study that played an important role in the RMRA study and ensured the interests of corridor communities were considered.
- ✓ The Coalition's Technical Committee developed Performance Criteria for an Advanced Guideway System (AGS)
- ✓ Participated in State Initiatives such as the Senate Bill 1 Transit Task Force, and the Governor's Blue Ribbon Panel on Transportation Funding.
- ✓ The Coalition's Technical Committee serves as the Technical Team to the AGS Study.
- ✓ Received funding for and implemented multiple Travel Demand Management (TDM) strategies.
- ✓ Served on the Colorado Motor Carrier Association's TDM Working Group to look at truck use on I70 and strategies to lessen their impact on the I70 mountain corridor.
- ✓ The Coalition's TDM Committee includes active participation from the Colorado Motor Carriers Association, Colorado State Patrol, and CDOT.
- ✓ The TDM Committee serves as the Project Leadership Team for the CDOT/Colorado Motor Carrier Association's TDM Working Group.
- ✓ Created and manage GoI70.com that offers timely information on road conditions, closures, travel times, delays, as well as a weekly weekend and holiday travel forecast. Traveler education and other TDM strategies are a large part of this project. The site features information on parking, ski bus/vans, local transit and carpooling

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options. Information is provided via the website, mobile application, text messaging, and traveler-provided real time information.

- ✓ Educated the traveling public on congestion avoidance strategies. 71% of GoI70.com users said they changed their travel behaviors based on the information the site provided.
- ✓ Evaluated how Morrison's Dinosaur Lots are being utilized for carpooling and transit along the mountain corridor. Also gathered data from a Front Range Snow sport focus group on winter traveler attitudes on congestion avoidance, knowledge of current transit options, willingness to utilize transit, use of information sources, etc. This data offers baseline information on existing ride-sharing efforts, attitudes towards transit and congestion avoidance strategies that will prove valuable to CDOT, mountain resorts, ski bus/van companies and the Coalition's TDM Committee.
- ✓ Supported and promoted efforts of transit companies that provide bus and van service between the Front Range and mountain resorts and towns.
- ✓ Supported and promoted carpool resources and options for those traveling between the Front Range and mountain resorts and towns.
- ✓ Hosted the I-70 Travel Management Summit, bringing together stakeholders from resorts, towns and chambers to explore how stakeholders can work towards positively impacting I70 congestion in the near term.

2013 Coalition Members

Clear Creek County	Town of Breckenridge	Town of Vail
Eagle County	Town of Dillon	Town of Fraser
Jefferson County	Town of Eagle	Town of Grand Lake
Summit County	Town of Empire	Town of Winter Park
City of Aspen	Town of Frisco	Vail Resorts
City of Idaho Springs	Town of Georgetown	Powdr-Copper Mountain Resort
City of Golden	Town of Minturn	Intrawest- Winter Park Resort
City of Leadville	Town of Silver Plume	DRCOG
Town of Avon	Town of Silverthorne	

2013 Strategic Coalition Goals

- Advocate for Improvements on the I-70 Mountain Corridor
- Active Involvement in Plans and Processes Affecting the I-70 Mountain Corridor
- Information Sharing and Outreach
- Travel Demand Management

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